



## Press Release

**'CELEBRATE THE LAKE' SET FOR THIS WEEKEND  
AT MACRAY HARBOR, COUNTY EXECUTIVE KICKS  
OFF EVENT WITH LAKE SIGNAGE ANNOUNCEMENT**

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**HARRISON TOWNSHIP, MI** – The annual Celebrate the Lake weekend begins today, and the event was kicked off by a press conference during which Macomb County Executive Mark A. Hackel announced a new program to install 50 “Lake St. Clair Circle Tour” signs throughout the county. The signage program also includes the installation of 12 additional “Coastal Business District” signs to identify the county's communities situated on the Lake St. Clair: New Baltimore, Harrison Township and the Nautical Mile in St. Clair Shores.

The Lake St. Clair Circle Tour signs were developed and are being installed in cooperation with the Lake St. Clair Tourism Initiative, the Macomb County Department of Planning and Economic Development and the Macomb County Department of Roads. The signs will stretch along highways, surface roads and freeways, part of the Lake St. Clair Circle Tour route plotted earlier by county and tourism officials. It is expected that the signage program will be expanded and adopted by surrounding St. Clair and Wayne Counties, as well as the province of Ontario.

The Circle Tour signage is one of several actions being implemented by Hackel as he looks to expand awareness and tourism of the Lake St. Clair region, improving access to its waters, its communities and its businesses and stimulating job growth at the same time.

The Celebrate the Lake event is a celebration created by three non-profit organizations with strong ties and commitments to Lake St. Clair. Events and activities will be held today, Saturday and Sunday, June 10-12, at MacRay Harbor on North River Road in Harrison Township. This year will feature an expanded list of events and activities—all of which are free and open to the public.

The celebration kicks off Friday with exhibitors featuring their educational, informative and how-to presentations at an Exhibit Tent from 4:00 p.m. to 7:00 p.m., on the south side of the MacRay Banquet and Events Facility. Here, participants with any questions about the lake or activities on it or in it can get those questions answered by the experts. These exhibits will promote clean recreational boating practices, clean marina programs, green products you can use on the boat or at home, marine safety statutes, local watercraft controls, administrative laws and the scientific research being done by the Sea Cadets through the Great Lakes system. The exhibits will be open again Saturday from noon to 4:00 p.m.

The event also marks the anniversary of the launch of the Lake St. Clair Tourism Initiative, a non-profit organization formed solely to promote the Lake, its assets and resources to the 8 million people who live within an hour's drive of its shores. The Lake St. Clair Tourism Initiative features a news and information website, [Tourlakestclair.com](http://Tourlakestclair.com), to acquaint new and returning visitors with the treasures of our freshwater gem. The Lake St. Clair Event coincides with CRWC's annual River Day event, as well as National Marina Day.